

POPULAR HOME

magazine



Late Spring, 1947

8 new
houses
of
merit

8 new houses of merit

Popular Home's supplementary book, *8 New Houses of Merit*, contains more pictures and data about all these houses. You can get your copy from the company named on the back cover.



Digitized by:



The Association for Preservation Technology, Int.

From the collection of:

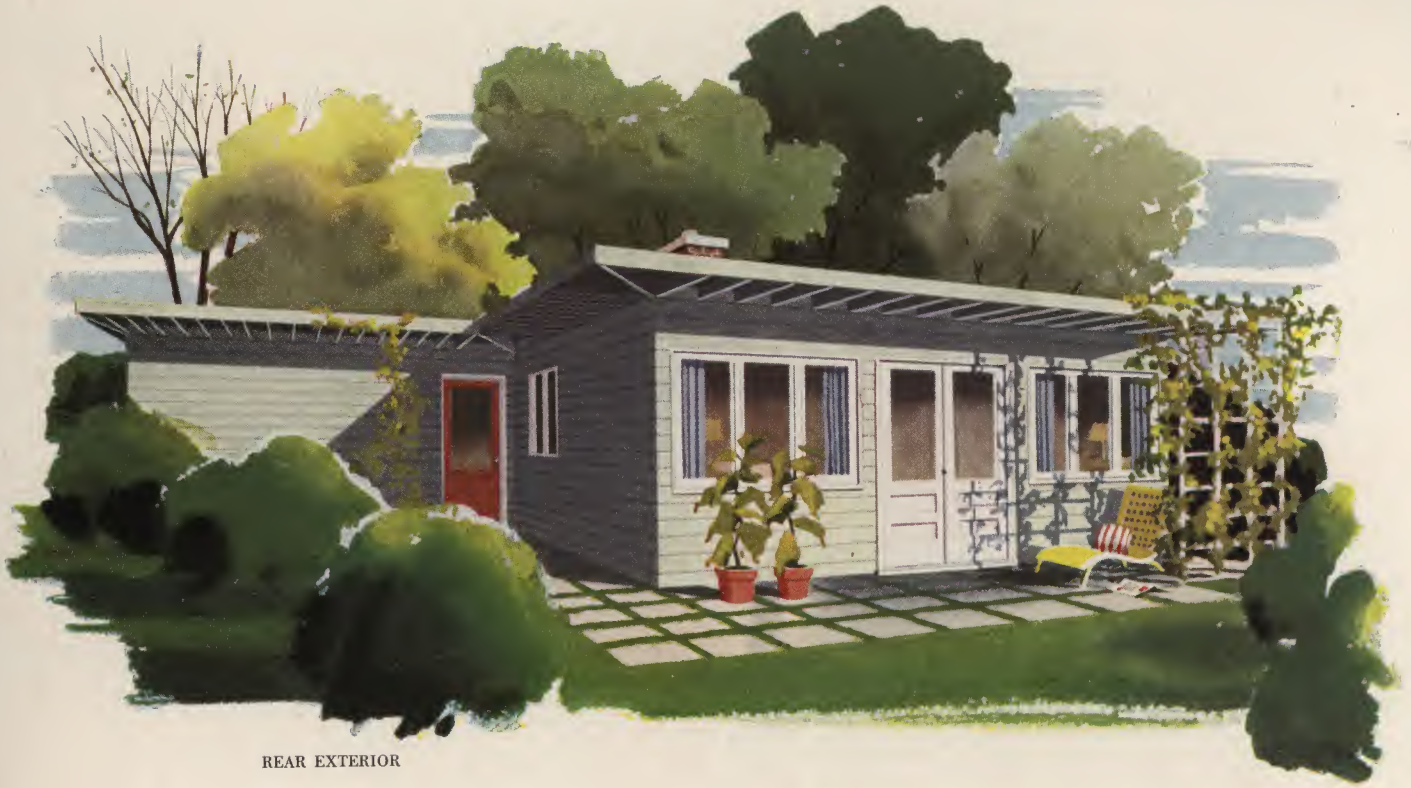
Floyd Mansberger
Fever River Research
www.IllinoisArchaeology.com



BEDROOM-STUDY

8 new houses of merit

Popular Home's supplementary book, *8 New Houses of Merit*, contains more pictures and data about all these houses. You can get your copy from the company named on the back cover.

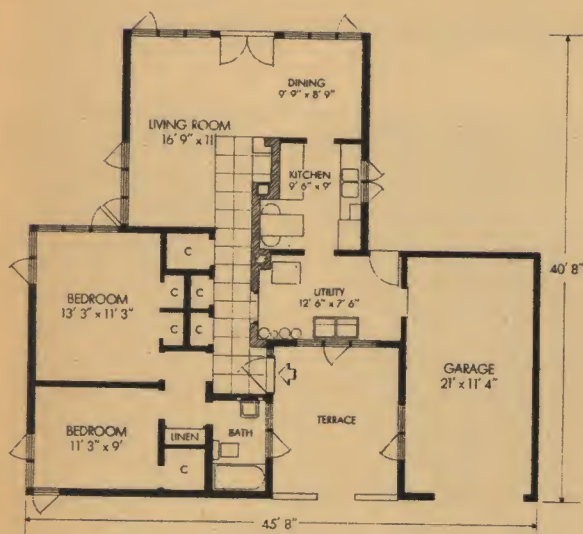


REAR EXTERIOR

HEDRICH-BLESSING PHOTOS



BEDROOM-STUDY



15,855 cu. ft.

1,031 sq. ft. excluding garage and utility room.

Perkins, Wheeler & Will, Architects

Blueprints for building this house available from Perkins & Will, 305 W. Jackson Blvd., Chicago.

Merit house
no. 1

THE entrance to the first of Popular Home's eight houses of merit is shown on the cover. Interesting architectural lines and a brick terrace make it dramatic, yet practical. It is a two-bedroom house with an unusual plan embodying many desirable characteristics.

The living-dining room, with its double doors and many windows (shown on opposite page) faces the garden side. The tile-colored cement of the entrance hall floor continues as the fireplace hearth. The utility room is centralized, reducing costs of duct work; doors allow passage from front entrance to the kitchen and provide direct entrance to the garage.

More pictures and details about this house, owned by Mr. and Mrs. Stanley L. Sorenson, are in the new book, *8 New Houses of Merit*, available from the firm on the back cover.

NOTICE

A wise man once observed that imitation is the most sincere of compliments; but in respect to trademarks it causes confusion and difficulty, from a legal point of view. To avoid any misunderstanding, we are reproducing the following list of trademarks registered by the United States Gypsum Co. in the United States Patent Office, so that when you meet them as you read Popular Home you will recognize that they are owned by the United States Gypsum Co., and are used to distinguish the indicated products manufactured by this company.—The Editors.

U.S.G. • GLATEX • ORIENTAL (Isuccol) • MORTASEAL • RED TOP • ROCKLATH • SHEETROCK • PERF-A-TAPE • WEATHER-WOOD • TEXOLITE • TEXTONE • PYROBAR • SABINITE • CEMENTICO • BRIDJOINT • FRE-FLOTE

LATE SPRING, 1947

POPULAR HOME

Volume 4, Issue 4; Mailing Date: May, 1947

MAGAZINE

Popular Home is published in the interests of better living for the American Family and is devoted exclusively to construction, decoration, care and repair of the home.

IN selecting a wife or buying a home site a man soon learns that looks alone tell only a part of the story. Because *Popular Home* deals with home building rather than the psychology of marital happiness, we'd like to visit with you for a minute about the fine art of choosing a place to build your castle or your cottage.

Neighbors are what gives property value. Better spend a Sunday afternoon ringing doorbells adjacent to the vacant ground you are considering for purchase. Take a look at the yards; are they neat and well kept? Would you estimate that the neighbors' income bracket approximates your own? Are their children the type that you want yours to grow up with? Ask them if their basements flood—how often the garbage is collected—if the city plows the street when it snows. Quiz them about what they would do or where they would go if they were to build again. You'll get some interesting answers; and you will learn if the neighborhood is on the up-grade or is coasting.

Take note of facilities and services available. Is there a shopping center close at hand? How long will it take to get to work in the morning on the transportation provided? Roam the streets to locate churches, recreation centers and schools. If the roar of engines is a comfort, you won't mind an airport or railroad nearby—if not, better not buy.

The city public utilities department has a map showing the location of gas, electric, water and sewage disposal lines. City water lines, a half block away serve your lot only at exorbitant cost.

The office of the registrar of deeds is the spot to check zoning restrictions. Some zoning laws set a building cost minimum. Others dictate the placement of the house on the lot. Check tax rates personally, and estimate the possibility of assessments for improvements. Require sound title on any lot you purchase.

Know yourself and your family before you buy your lot—whether you are gardening enthusiasts—if you want to use your own land for outdoor recreation purposes. Don't buy more lot than you want to keep mowed, nor less than your natural activities will require.

—Elmer H. Johnson,
Editor



POPULAR HOME IS SENT TO YOU BY THE FIRM WHOSE NAME APPEARS ON THE BACK COVER. PUBLISHED EIGHT TIMES A YEAR BY

UNITED STATES GYPSUM
300 WEST ADAMS STREET, CHICAGO 6, ILLINOIS

COPYRIGHT 1947, UNITED STATES GYPSUM CO.



NEW IDEAS

make the old house more livable

Let this year be your first year in an improved home

MAN only lives about three score years and ten. The first score years is usually in close association with his parental family and is shaped by their mode of living. The second score years is spent experimenting with what he will do with his life, raising a family, developing the method by which he will support their existence. Things level out in the third score of years, and he puts his best into living, and then for the final ten, things ease up a bit, and taper off to the end.

It's all pretty short—this thing that is life; and when the fact is recognized, people begin to wonder why they let the years slip by under conditions which are not to their liking. They live for years in a house that lacks the comfort and convenience that they can easily afford, all because they continue to put off until tomorrow the initial effort over a short period that would bring greater happiness over a much longer period.

We hope this issue of *Popular Home* with eight well designed small houses will be the stimulus to many to take the step that will lead them to new home ownership. Don't dismiss the idea as something you cannot afford. Find out from local lending agencies just how easy it is to build or buy a house. Everyone has a continuous cost for shelter. If you are renting you might as well be swinging those dollars into a home that is your own. If you already have an old house that is yours, the cost of building a new house does not come 100 percent out of your bank account or income. Remember that the sale of your old house will go a long way toward paying for the new one.

Not everyone wants a new home. Lots of people can find real happiness in their present home. They like the neighbors, they have established contacts in social groups, in church groups, and with nearby merchants, which are pleasant and comfortable. They like the big old trees that shade the streets. They see the advantage of nearby reliable public transportation facilities. The neighborhood schools are of long standing and well staffed. In fact, home looks pretty good, and they have little interest in trading these things for something new.

These are sentimental attachments, and no one dares deny their utter reality and worth. But sometimes sentimental attachments clash with practical living requirements until some one does something about restoring harmony between the two. It can be done—again it is the old story of starting today.

Let's not tamper with the sentimental attachment to the old house. Its usefulness and efficiency and ap-

pearance can be much improved without disturbing the things held dear by the family.

Living in a house is the best test of its utility. It doesn't take many months of actual experience in a house to learn that there just isn't enough space to store the family accumulation. A period of objective analysis of your way of living, the home jobs you wish you could minimize, the beauty you wish you could incorporate in your home, will be a guide to remodeling.

Do you have plenty of room to store extras? Is there adequate space for your own clothes and those of the various members of your family? Is there a mad scramble to find a place to hang the hat of a guest? Does the house accommodate all the entertaining you want to do?

Are the kitchen and bathroom as convenient and attractive and as easy to keep clean as modern equipment and planning can make them? Are there enough bathroom facilities to accommodate the morning rush? Is there window area to flood all rooms with daylight?

Can you plug in electric appliances without stringing extension cords throughout the house? Do the lighting fixtures in your home date it immediately as having been built 20, or 30 years ago? Do you have to run upstairs to find bathroom facilities? Is your little living room supplemented by a second "sitting room" which would be far more useful if both were made a part of a single living room?

How is your water heated? Is it by a modern automatic method? Is your heating system up to date in efficiency and handling methods? Are your room color schemes bright and pleasant? It only takes a paint brush and the will to wield it to bring in color.

This issue of new houses can, in a measure, be a guide to improving your present dwelling. Your past issues of *Popular Home* were all developed with the purpose of supplying quantities of ideas for better living. *Ideas Galore*, the 96-page home decorating, home building, home remodeling book available from your local dealer named on the back cover is another storehouse of this information.

Again have no fear of cost until you obtain the facts about the convenient methods of payment for these things which make life happier. Remember that dollars invested in your home are dollars invested in living, and that we only live this life through once. Don't let time slip by. Start your home-building, your home remodeling and improvement by planning first—then by consulting your local dealer; and start today.

Merit house
no. 2



HEDRICH-BLESSING PHOTOS



HERE is good modern from the drawing board of George Fred Keck. The simplicity of the line treatment on this entrance sets the character of the entire structure. Owners Mr. and Mrs. Maurice Brasseur have taken advantage of unlimited opportunities for interesting interior treatments. An indication of the widespread use of natural materials, and the high ceiling of the living-dining area, are shown in the fireplace setting on next page.

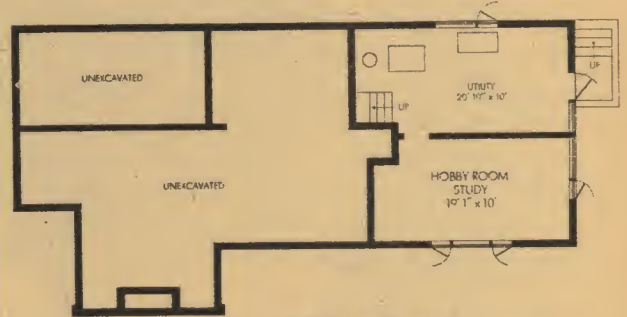
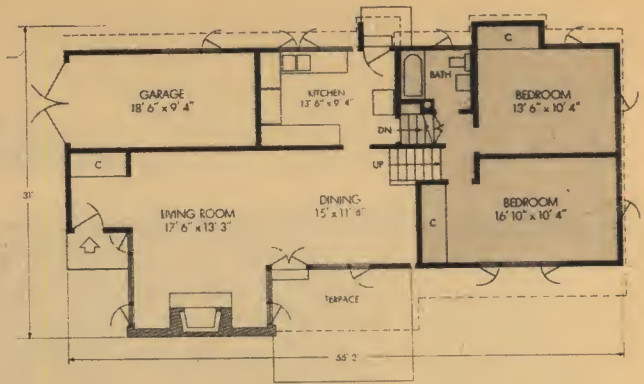


FIREPLACE SETTING

In this split level house, a short flight up brings you to the two bedrooms, and a short flight down leads to utility room and the hobby-room study, equipped by Mr. Brasseur, who is a radio enthusiast.

Working drawings for building the house are available only from George F. Keck, 612 North Michigan Avenue, Chicago 11, Illinois.

Each of the two houses shown here are described in more detail in 8 New Houses of Merit, a 16-page booklet obtainable from the company named on the back cover.



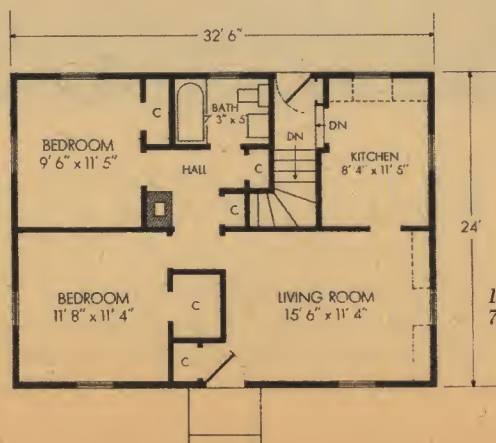
19,220 cu. ft., total.
1,338 sq. ft., (excl. utility room).

EXTERIOR OF MERIT HOUSE NO. 2



THERE is a basic, two-bedroom house—inexpensive to build because of its square corners and modest proportions; attractive because of its good scale and the simplicity of exterior details. There is a full basement.

To the right is the view from the door between living room and hall. Low cost items, effectively handled, include linoleum floor covering and colorful cotton fabrics. Working drawings, including roof variations to permit future expansion, may be obtained from Frazier & Raftery, Architects, 315 James St., Geneva, Ill.



LIVING ROOM BUILT-IN

15,210 cu. ft., including basement.
780 sq. ft., excluding basement.



Merit house no. 3

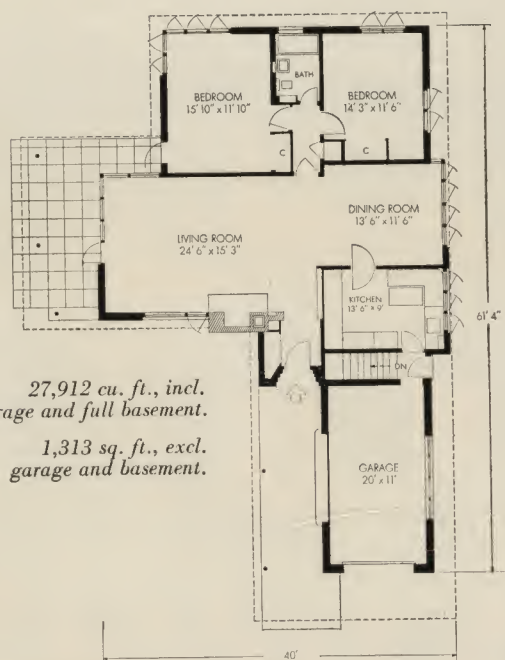


EXTERIOR OF MERIT HOUSE NO. 3

Vaughan Heath



REAR EXTERIOR



Merit

HORIZONTAL lines, interesting planes and natural materials are combined in this modern home of Mr. and Mrs. Stanley Judd, Zion, Ill., designed by Architect Russell Barr Williamson. The house is faced with lannon stone and topped by an asphalt shingle roof. Convenient room arrangement, plus a full size basement partitioned for heating, laundry, food storage and recreation make this a house that utilizes its space. Notice the spacious windows and wide terrace roof for protection from the west sun.*

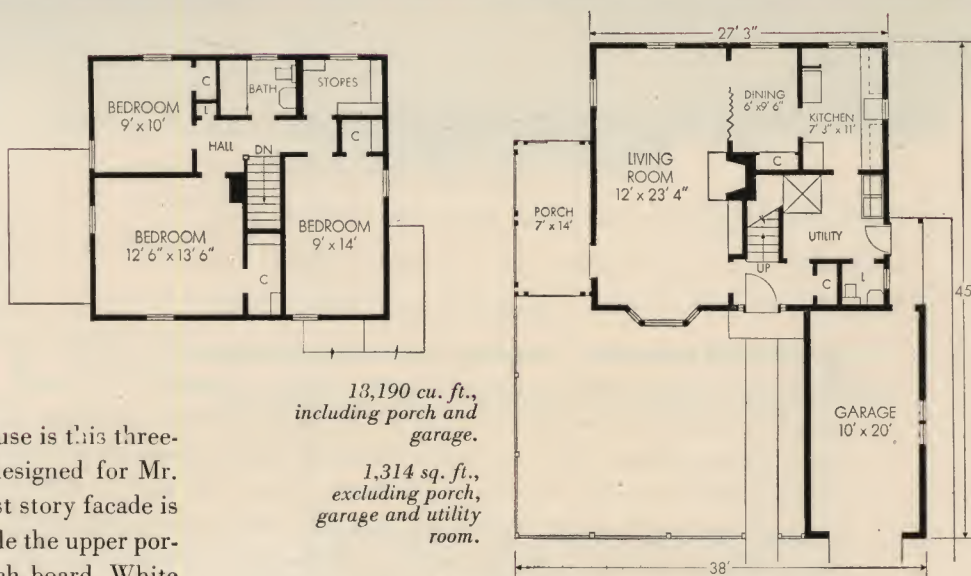


Merit

house no. 4



house no. 5



A DEPARTURE from the all-white house is this three-bedroom Connecticut Colonial designed for Mr. and Mrs. L. C. Buckmaster. The first story facade is clapboard painted sunny yellow while the upper portion is white painted flush eight-inch board. White trim, dark green shutters and black asphalt shingle roof complete a crisp color scheme.

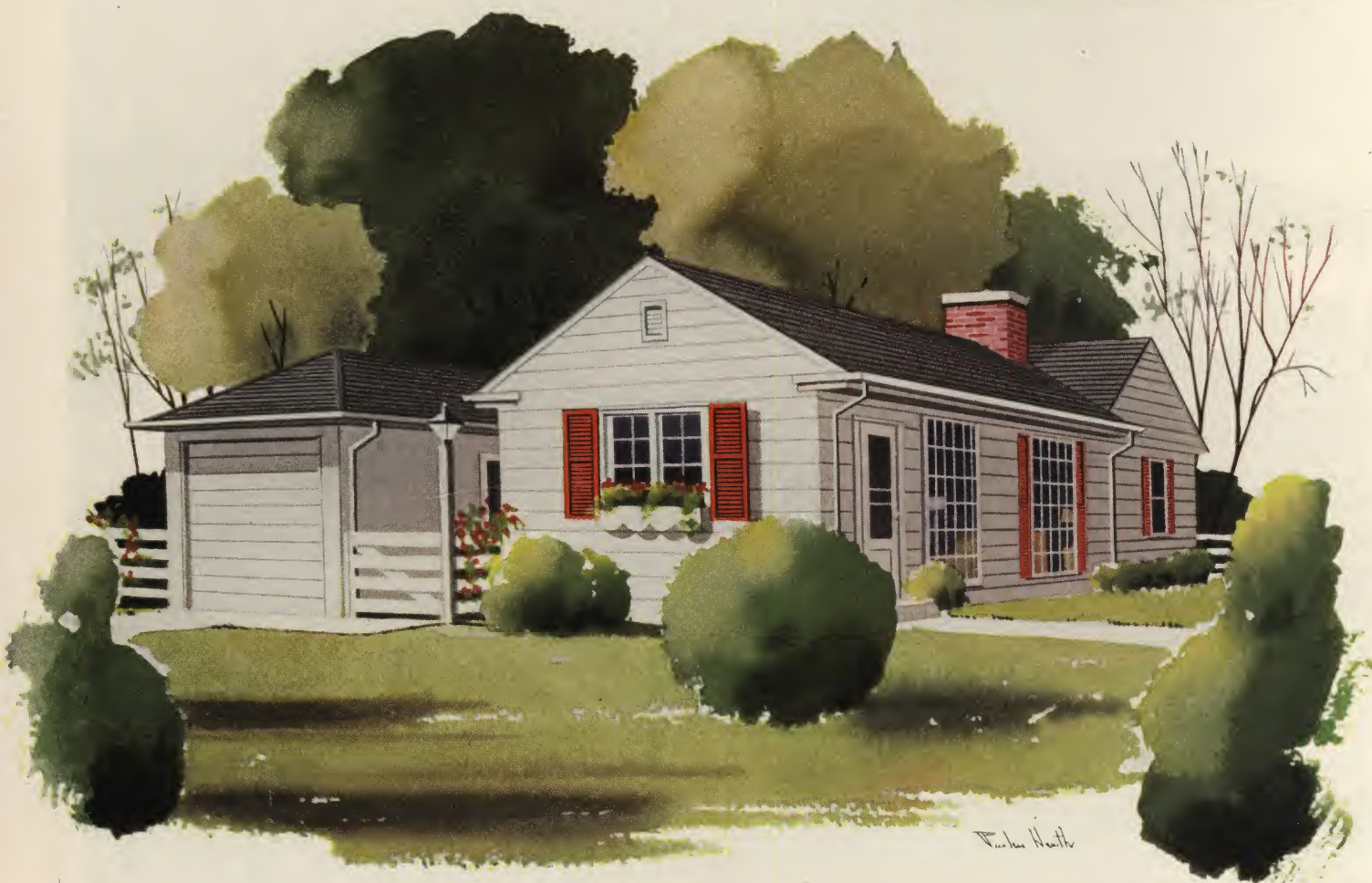
The floor plan allows traffic to move from front door to kitchen or downstairs lavatory without disturbing the living room. The service door at side gives access to garage. A second floor storage room supplements closets. Working drawings for building this house may be obtained only from Architect L. Morgan Yost, 419 Richmond, Kenilworth, Ill.*



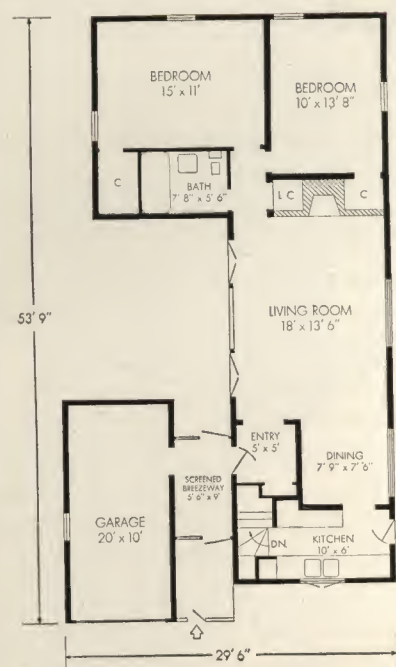
LIVING ROOM

*Additional information about each of these houses is published in 8 New Houses of Merit, a booklet available from the company named

Merit house no. 6



BUILT to fit a narrow lot, this gaily painted Colonial house makes skillful use of small space. When architect Victor Grimmer designed the house, owned by young Mr. and Mrs. A. J. Weiss, he included features lacking in many larger dwellings. There's a small breezeway between garage and kitchen (which faces the street). French doors in the living room lead to a lawn terrace (top of page) which is protected from the street by the garage wing. One of the two bedrooms (center, right) is effectively furnished as a guest room-study. The new plan book, *8 New Houses of Merit* includes more pictures and details—you can get a copy from the company named on back cover.



18,000 cu. ft., incl. partial basement.
950 sq. ft., excl. basement, garage
and breezeway.



LAWN TERRACE



GUEST ROOM-STUDY

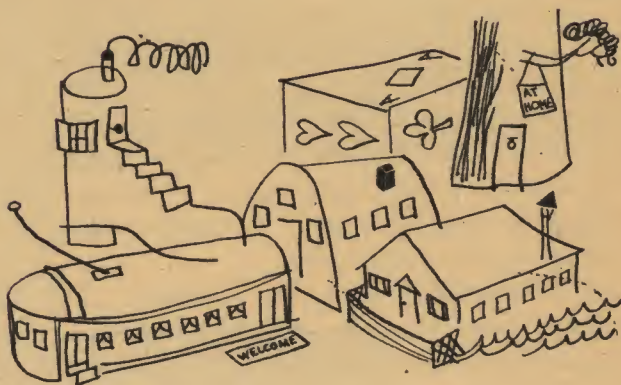


KITCHEN

All kinds of people



will build all kinds of houses this year



But the most important house of them all is the house that you are going to build.

To save time and extra expense, see your U.S.-G lumber and building material dealer first. He knows POPULAR HOME. He can answer your questions... help to tie all your home building problems together—planning, materials, labor. For better service, for better materials, call on a dealer in products of

UNITED STATES GYPSUM

- U.S.-G Sheathing • GLATEX Siding Shingles • ORIENTAL Stucco
- MORTASEAL Lime • U.S.-G Thick Butt Asphalt Roofing Shingles
- RED TOP Insulating Wool • ROCKLATH Plaster Base
- RED TOP Metal Lath • RED TOP Plaster • SHEETROCK Wallboard
- WEATHERWOOD Structural and Decorative Insulation Boards
- Woodgrained SHEETROCK • TEXOLITE Paint Products

**KNOW YOUR LUMBER AND
BUILDING MATERIAL DEALER... BETTER!**

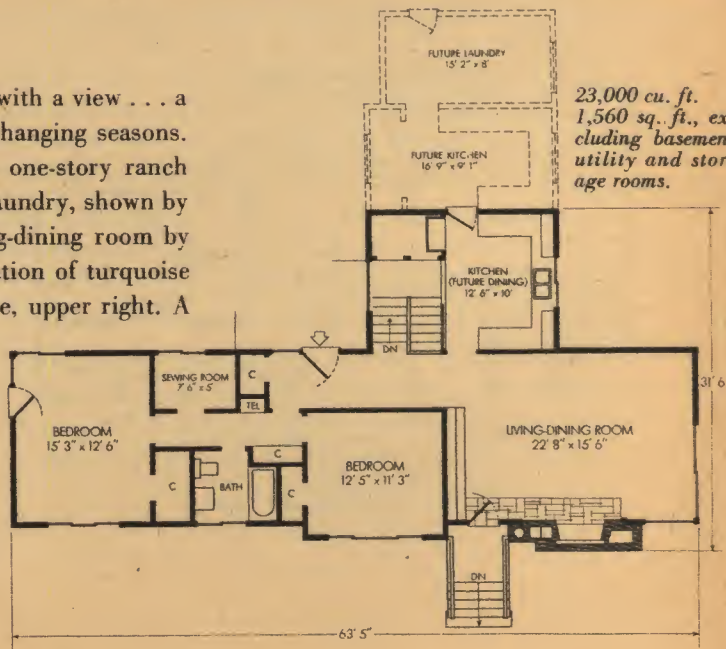
Merit house no. 8



REAR EXTERIOR

HERE, and on the opposite page, are pictures of a house with a view . . . a house planned to make the most of the panorama of changing seasons. Owners Mr. and Mrs. E. F. Walker are building their one-story ranch house in two stages. The future addition of kitchen and laundry, shown by the dotted lines in the floor plan, will enlarge the living-dining room by removing the kitchen partition. The harmonious combination of turquoise trim with cypress siding is shown in the entrance picture, upper right. A full size bedroom and bath are included in the basement. More photographs and interesting details are in the book *8 New Houses of Merit*. Turn to back cover for name of the company who can supply you with this book, or send 15c to Popular Home, 300 W. Adams St., Chicago 6, Ill.

Architects: Perkins, Wheeler & Will, Edwin H. Mittlebush





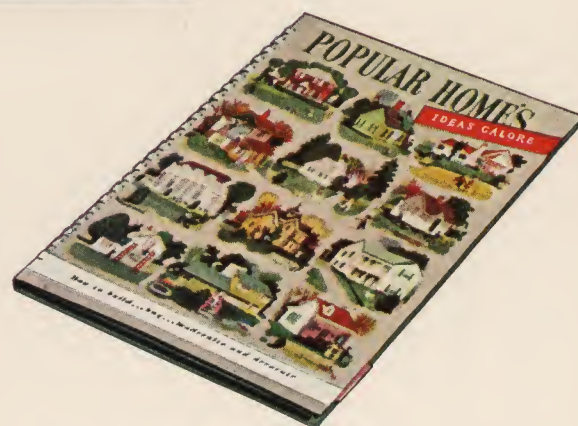
ENTRANCE—CYPRESS WITH TURQUOISE TRIM



BEDROOM



LIVING ROOM



IDEAS GALORE contains 12 more houses with separate floor plans and furniture cutouts for your own arrangement. An envelope filing system is included. There are hundreds of other building, remodeling and decorating ideas in this 96-page book. Just \$1.00 from the company named on the back cover.

HD

Rural Route Boxholder

Local

Sec. 562 P. L. & R.
U. S. Postage
PAID
Chicago, Ill.
Permit No. 4511

Paint Means Preservation

Inside 
Outside 



Fresh, bright paint goes to work for you while it beautifies your home . . . adding years to the life of

building surfaces—inside and out. We have paints for walls, ceilings, woodwork, furniture and exterior siding. Come in and choose from our wide selection of beautiful colors.

**We have a complete line of paints
for interior and exterior use**

VELDE LUMBER COMPANY

Good Houses Deserve Our Good Materials

Phone 1350

Pekin, Ill.